

## **Annie Haarmann**

Annie Haarmann is Head of Strategic Consulting, Healthcare & Life Sciences at Reputation.com. She provides strategic consulting and data-driven insights to try to maximize value, drive acquisition and improve retention for healthcare brands and senior living communities.

Before her current role, Annie directed strategy for digital consumer experience at Ascension, a national healthcare brand with 2,600 locations, including 54 senior living communities across 12 states. Previously, she led digital strategies in the pharmaceutical, nutrition, healthcare and education industries. She is a Coro Leadership Program graduate, recipient of Marcom Awards and a former St. Louis Business Journal "30 Under 30" honoree. Annie holds a Bachelor of Arts in communications and MBA with a minor in data science and business intelligence.